

The Challenges (and Promise!) of Multiplatform Production

Adam Gutterman

Director, Games Monetization
Unity Technologies



ROVIO



ROVIO



What's Multiplatform?

What's Cross Platform?

What's Cross Platform?

Tiny Zoo Friends

By TinyCo, Inc.

Open iTunes to buy and download apps.

[View More By This Developer](#)



[View In iTunes](#)

ⓘ This app is designed for both iPhone and iPad

Free

Category: Games

Updated: Aug 28, 2012

Version: 2.4

Size: 27.2 MB

Languages: English, German

Seller: TinyCo, Inc.

© 2012 TinyCo

Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.2 or later

Customer Ratings

Current Version:

★★★★ 932 Ratings

All Versions:

★★★★ 50930 Ratings

Description

Build the BEST zoo and raise ADORABLE animals in Tiny Zoo Friends! Come back everyday to discover EXCITING new animal friends!

[Tiny Zoo Friends Support](#)

[...More](#)

What's New in Version 2.4

Check out the brand new COLLECT ALL feature! High level players can now unlock the ability to collect from ALL of their animals at ONCE!

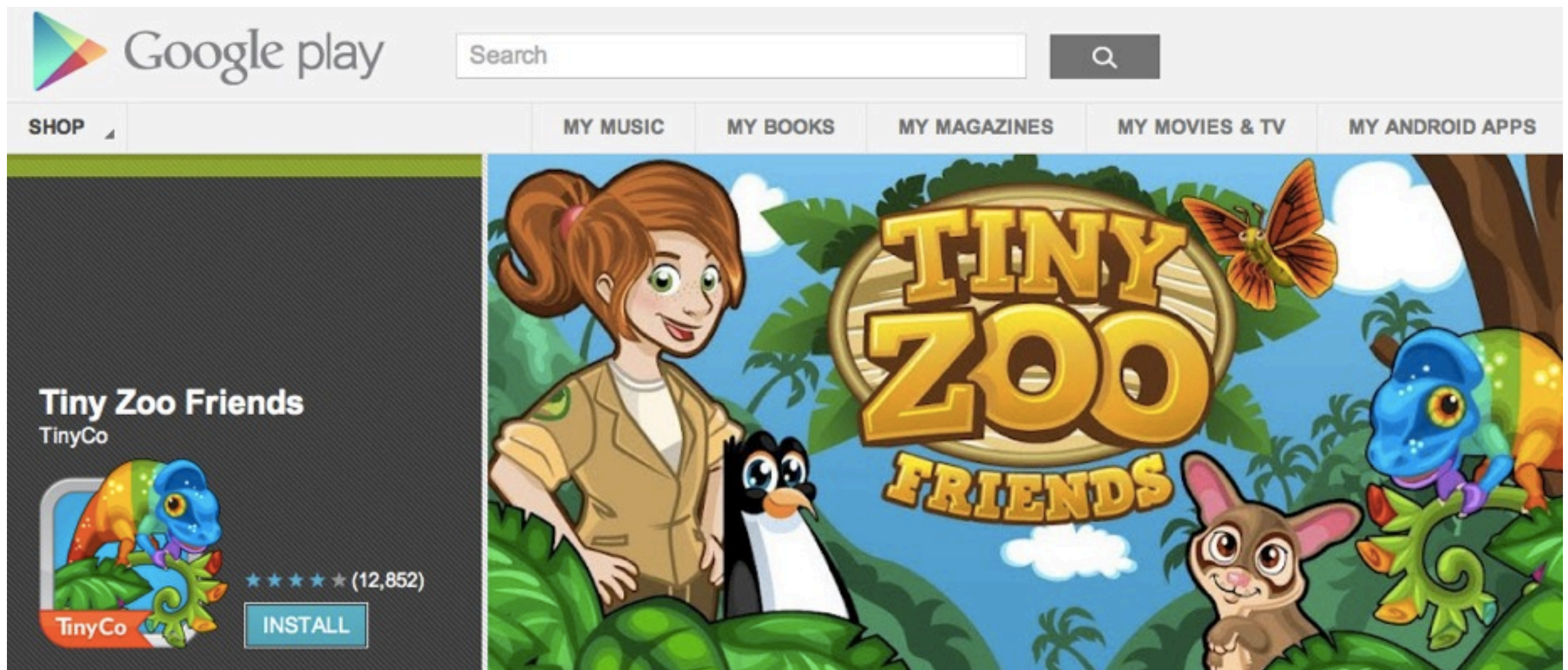
[...More](#)

Screenshots

[iPhone](#) | [iPad](#)



What's Cross Platform?



What's Cross Platform?

A game is cross platform when (near) identical versions are published across distinct platforms.

What's Multiplatform?

What's Multiplatform?

A multiplatform game is a crossplatform game implemented with server side components that preserve game states, allowing multiple clients to access saved game states.

What's Multiplatform?



What's Multiplatform?













Perfunctory Outline

Perfunctory Outline

- Game Design

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- Game Design
- Pricing

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- HTML5

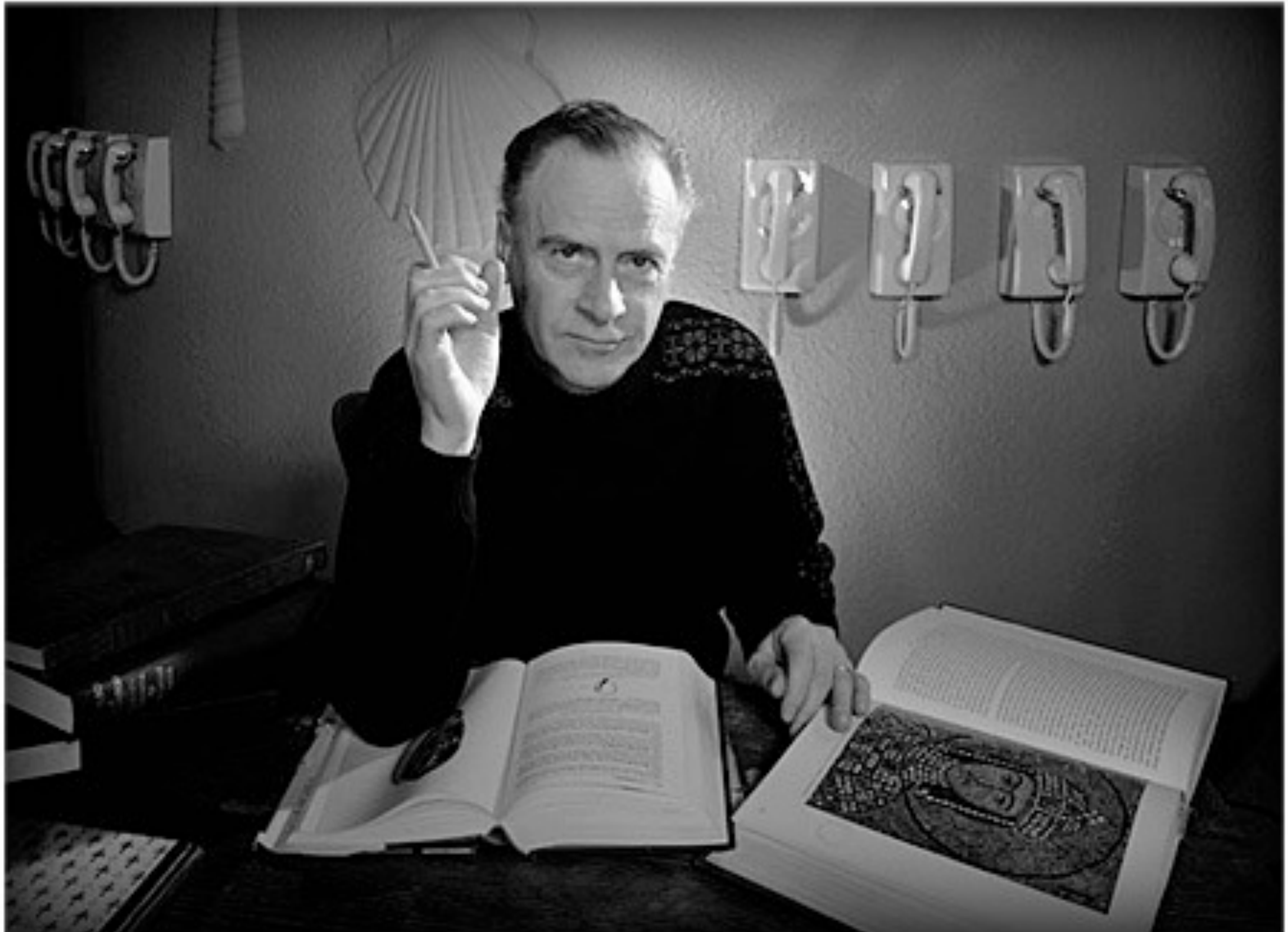
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- Game Design
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- HTML5
- Funzio

Perfunctory Outline

- Game Design
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- HTML5
- Funzio
- The Promise















zyngapoker

Like 65m

\$74,136 8 Get Chips & Gold! Game Card Level 4 Fish 3 / 60

189,176 Players Online Now

Play Now

Learn To Play

Welcome, Adam
CHIPS: \$74,136
CASINO: Boston
CHANGE CASINO

HOLD'EM TOURNAMENTS VIP CLUB

Table Stakes: 100 / 200 Normal Fast

Room	Stakes	Min/Max Bl	Player Speed	Players
Big Dog - Medium	100 / 200	2K / 40K	5 sec.	8 / 9
Big Dog - Medium	100 / 200	2K / 40K	4 sec.	8 / 9
Big Dog - Newbie	100 / 200	2K / 40K	7 sec.	7 / 9
Big Dog - Newbie	100 / 200	2K / 40K	4 sec.	7 / 9
Big Dog - Advanc	100 / 200	2K / 40K	6 sec.	7 / 9
Big Dog - Social :	100 / 200	2K / 40K	4 sec.	7 / 9
Big Dog - Friendl	100 / 200	2K / 40K	6 sec.	7 / 9
Big Dog - Singles	100 / 200	2K / 40K	5 sec.	7 / 9

Hide Tables: ☒ Empty ☒ Full REFRESH LIST JOIN TABLE

Friends Online (0)
If you had buddies online now, they would appear here.
INVITE FRIENDS

Friend Feed (3)

Andrew needs the Four-Leaf Clover collectible
Send Free Collectible

Dion needs the Gold Horseshoe collectible
Send Free Collectible

Robert needs the Four-Leaf Clover collectible
Send Free Collectible

RECENTLY PLAYED MOST CHIPS WEEKLY CONTEST

Send Free Chips
Up to \$1M each!
SELECT from all buddies

Mike Lost Buddy! Send

Kayla Lost Buddy! Send

Robert Lost Buddy! Send

Bryan \$98.1K Send

Casey \$3.8K Send

IV \$192.4K Send

Robert \$18.0K Send

Kayla \$45.5K Send

Mike \$19.2M Send

zyngapoker Like 65m

\$74,136 8 Get Chips & Gold! Game Card Level 4 Fish 3 / 60

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RECENTLY PLAYED **MOST CHIPS** **WEEKLY CONTEST**


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SELECT from all buddies


Mike **Kayla** **Robert**
Lost Buddy!
Send **Send** **Send**



Bryan **Casey** **IV** **Robert** **Kayla** **Mike**
\$98.1K **\$3.8K** **\$192.4K** **\$18.0K** **\$45.5K** **\$19.2M**
Send **Send** **Send** **Send** **Send** **Send**












 Like 65m





  Secure Payment 







 **Get Chips & Gold**


 **67%
MORE CHIPS**



Your Coupon for 67% More Chips
48 hours only

 Chips

 Casino Gold

 1,710,000 Chips	\$2.00 USD	BUY
 4,350,000 Chips	\$5.00 USD	BUY
 8,700,000 Chips	\$10.00 USD	BUY
 72,000,000 Chips	50% off! \$25.00 USD	BUY
 339,000,000 Chips	50% off! \$75.00 USD	BUY
 685,000,000 Chips	50% off! \$125.00 USD	BUY

Buy with Mobile 

All purchases subject to [Zynga's Terms of Service](#).

Send Free Chips

Up to \$1M each!
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zynga poker Like 65m Settings 1

Get Chips & Gold zynga Secure Payment X

Your Coupon for 67% More Chips
48 hours only

Chips Casino Gold

1,710,000 Chips		\$2.00 USD	BUY
4,350,000 Chips		\$5.00 USD	BUY
8,700,000 Chips		\$10.00 USD	BUY
72,000,000 Chips	50% off!	\$25.00 USD	BUY
339,000,000 Chips	50% off!	\$75.00 USD	BUY
685,000,000 Chips	50% off!	\$125.00 USD	BUY

Buy with Mobile  **boku ZONG**

All purchases subject to [Zynga's Terms of Service](#).

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zynga poker Like 65m

Get Chips & Gold zynga Secure Payment

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48 hours only

Chips Casino Gold

Chips	Price	Buy
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Send




PLAY HI-LO


Each purchase comes with free game of Hi-Lo!

Chips

Gold

BEST DEAL 112M  Save 76% \$99.99	42M  Save 68% \$49.99	13.5M  Save 60% \$19.99	
5M  \$9.99	2.5M  \$4.99	1.12M  \$2.99	270K  \$0.99

Daily Purchase Limit: Users are subject to a maximum purchase in any 24 hour period. If you hit your limit, please try again tomorrow.



Adam ★ 5
Lv. 4 

 **\$74,136** **GET CHIPS** **NEW!**

 **Gifts**



PLAY HI-LO
Each purchase comes with free game of Hi-Lo!

Chips | **Gold**

Chips	Gold
BEST DEAL 112M Save 76% \$99.99	42M Save 68% \$49.99
5M \$9.99	13.5M Save 60% \$19.99
2.5M \$4.99	
1.12M \$2.99	
	270K \$0.99

Daily Purchase Limit: Users are subject to a maximum purchase in any 24 hour period. If you hit your limit, please try again tomorrow.

Adam ★ 5
Lv. 4

\$74,136 GET CHIPS NEW!

Gifts

Web

Mobile

Web



Mobile



Web

Mobile



Web

Mobile



Web

Mobile



Web

Mobile



Web

Mobile



Web

Mobile



Web

Mobile



Web

Mobile

Starlogic

The journey has just begun



Web

Mobile

TinyCo™



Web

Mobile







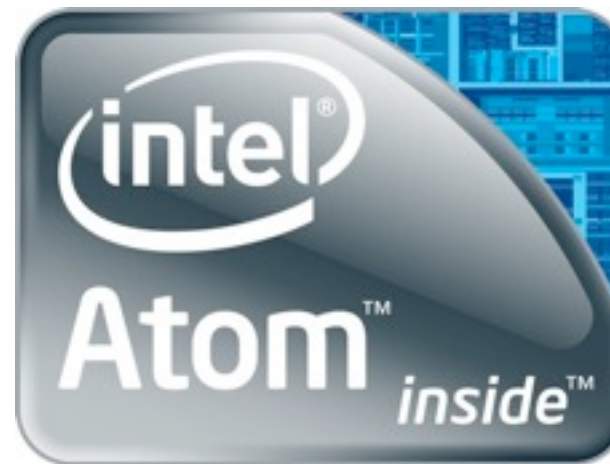
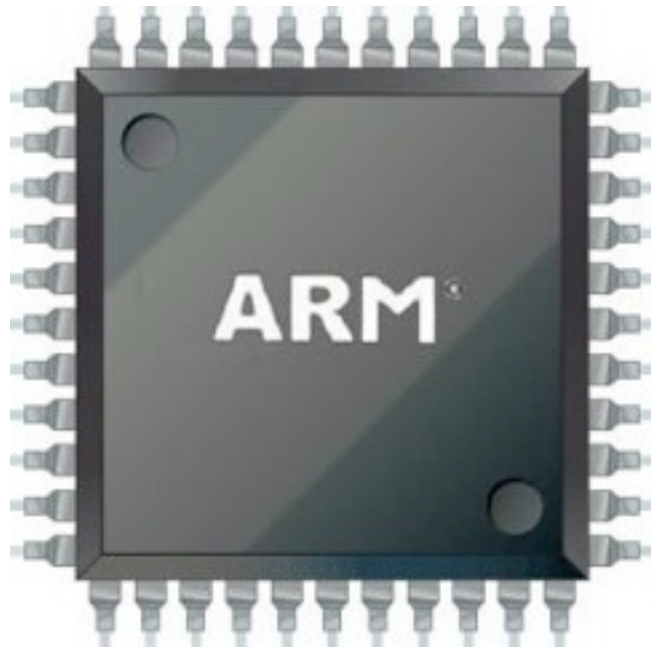
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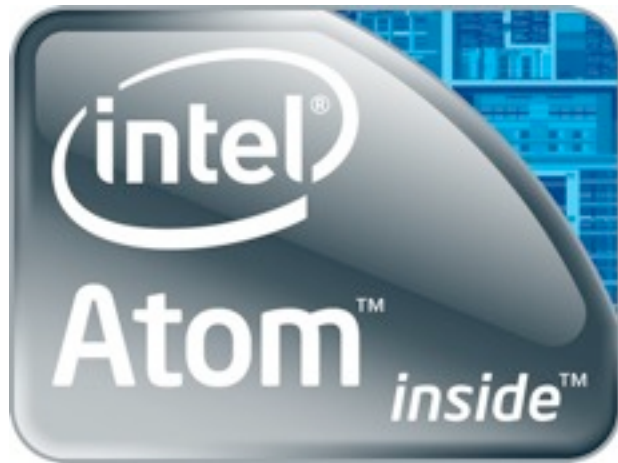


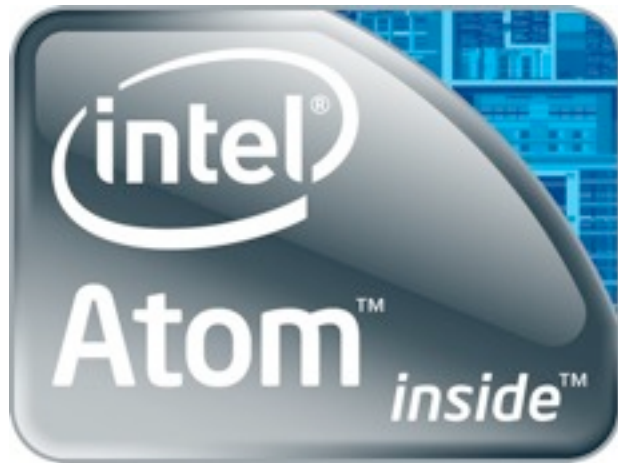






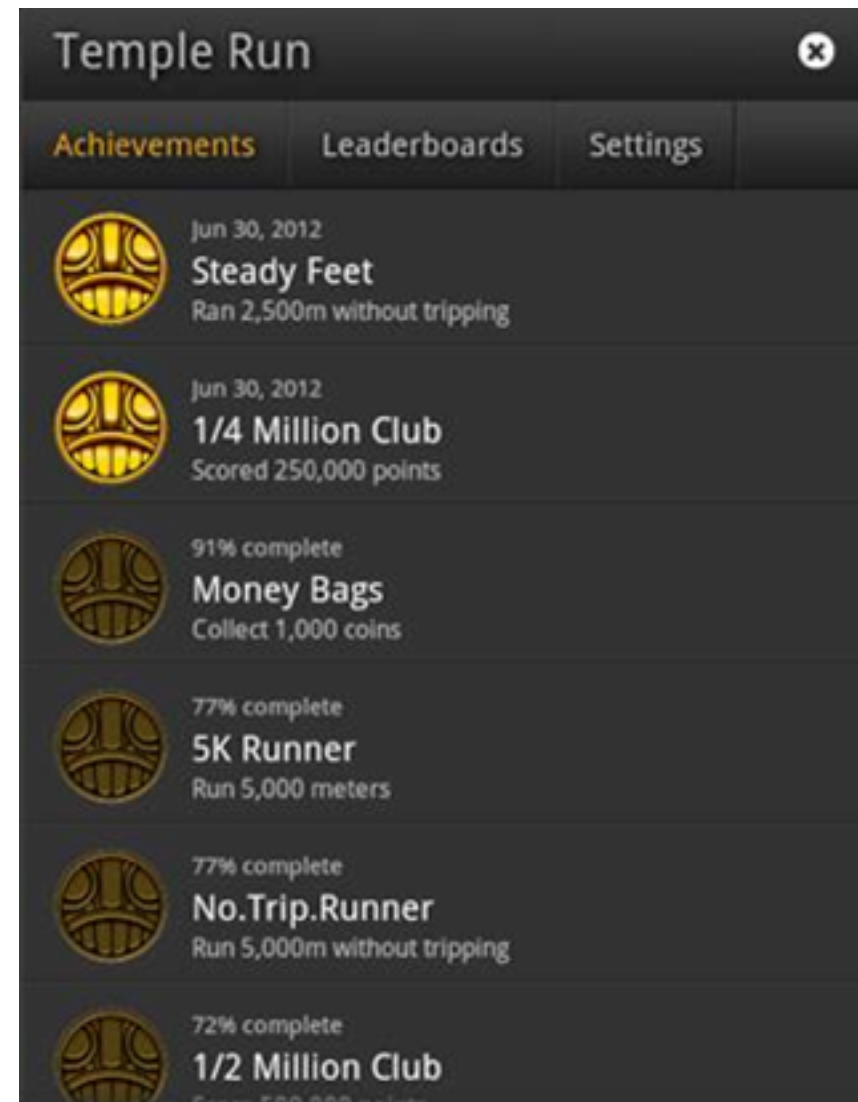


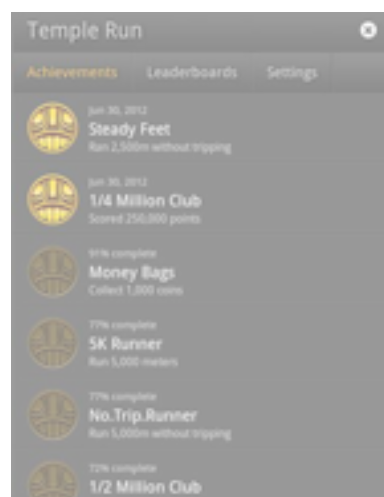
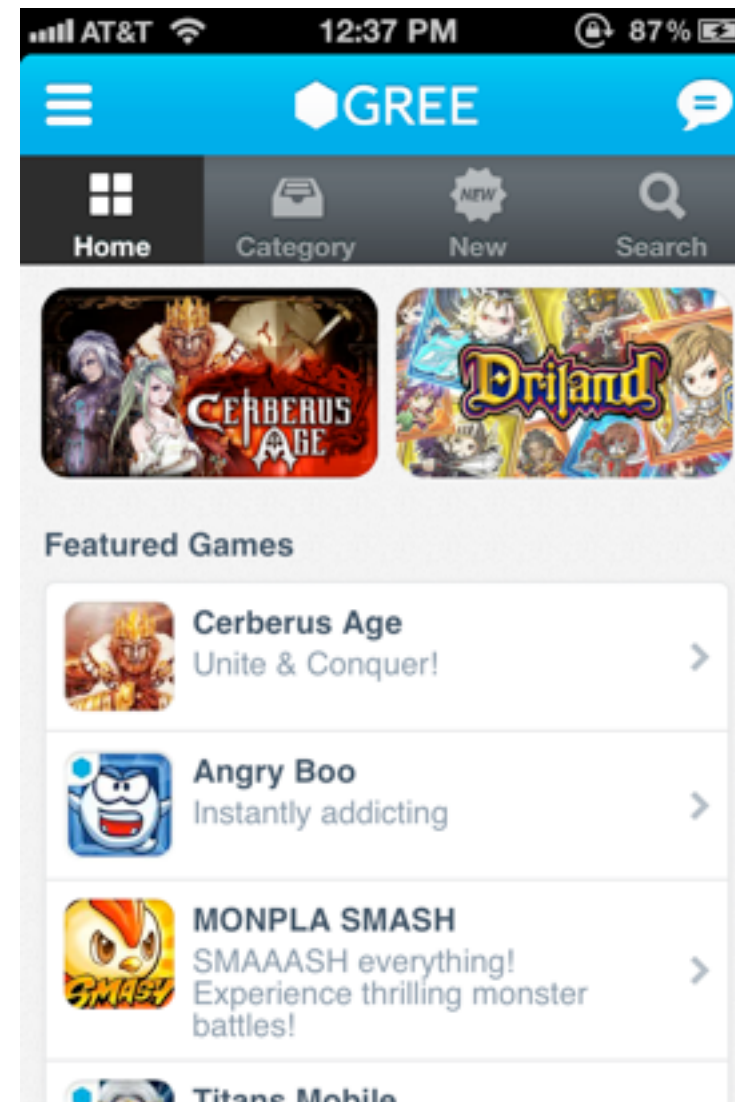


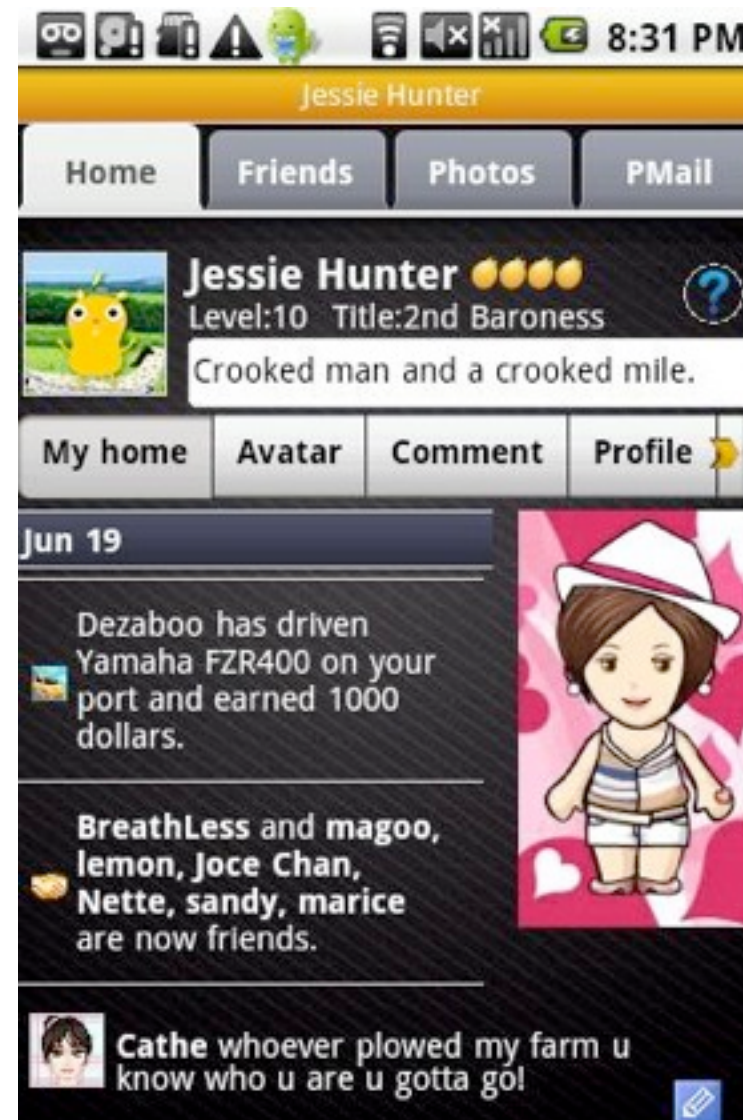














Google play ?





Inmobi™

mopub



Tapjoy™

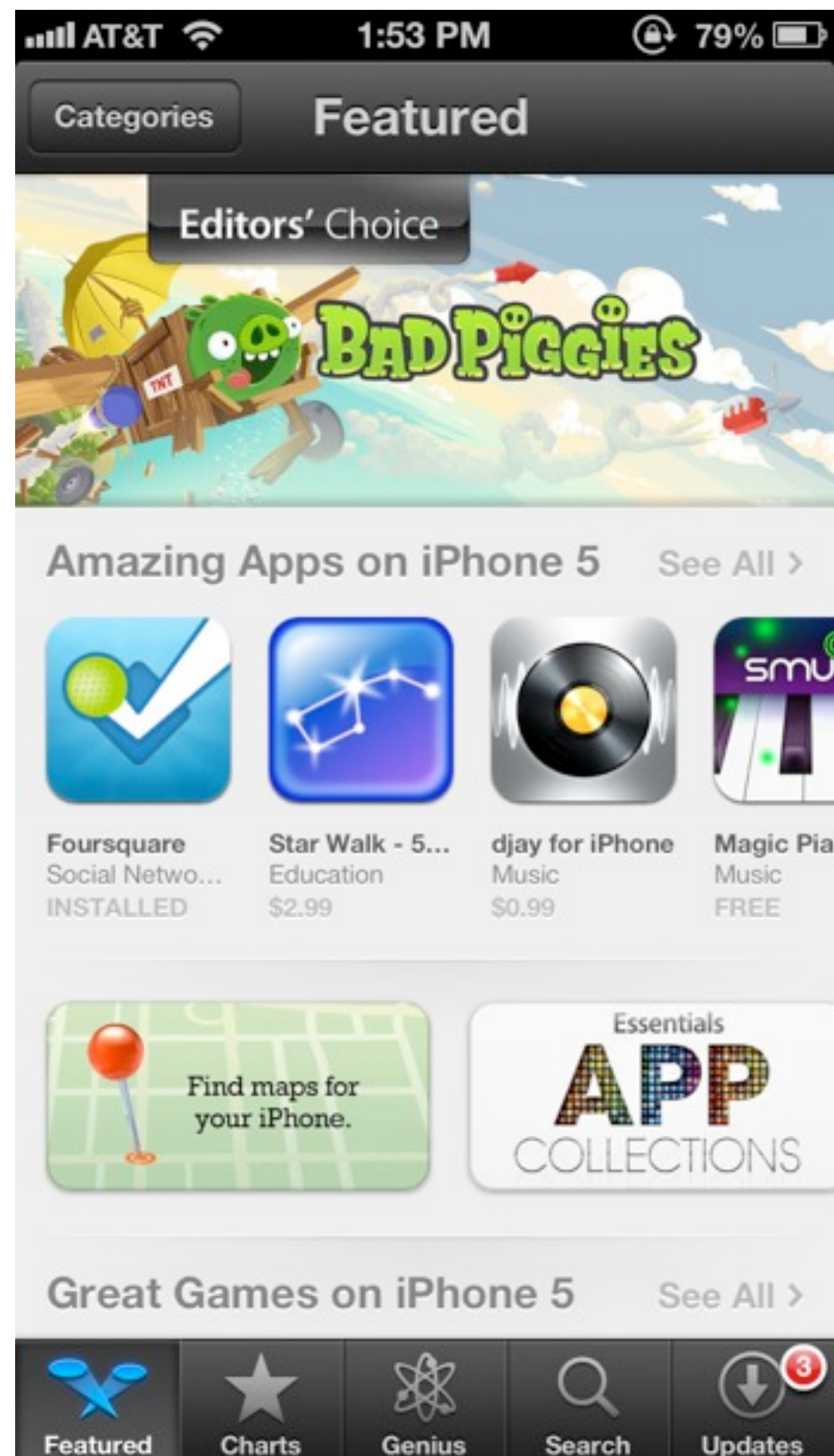
playhaven

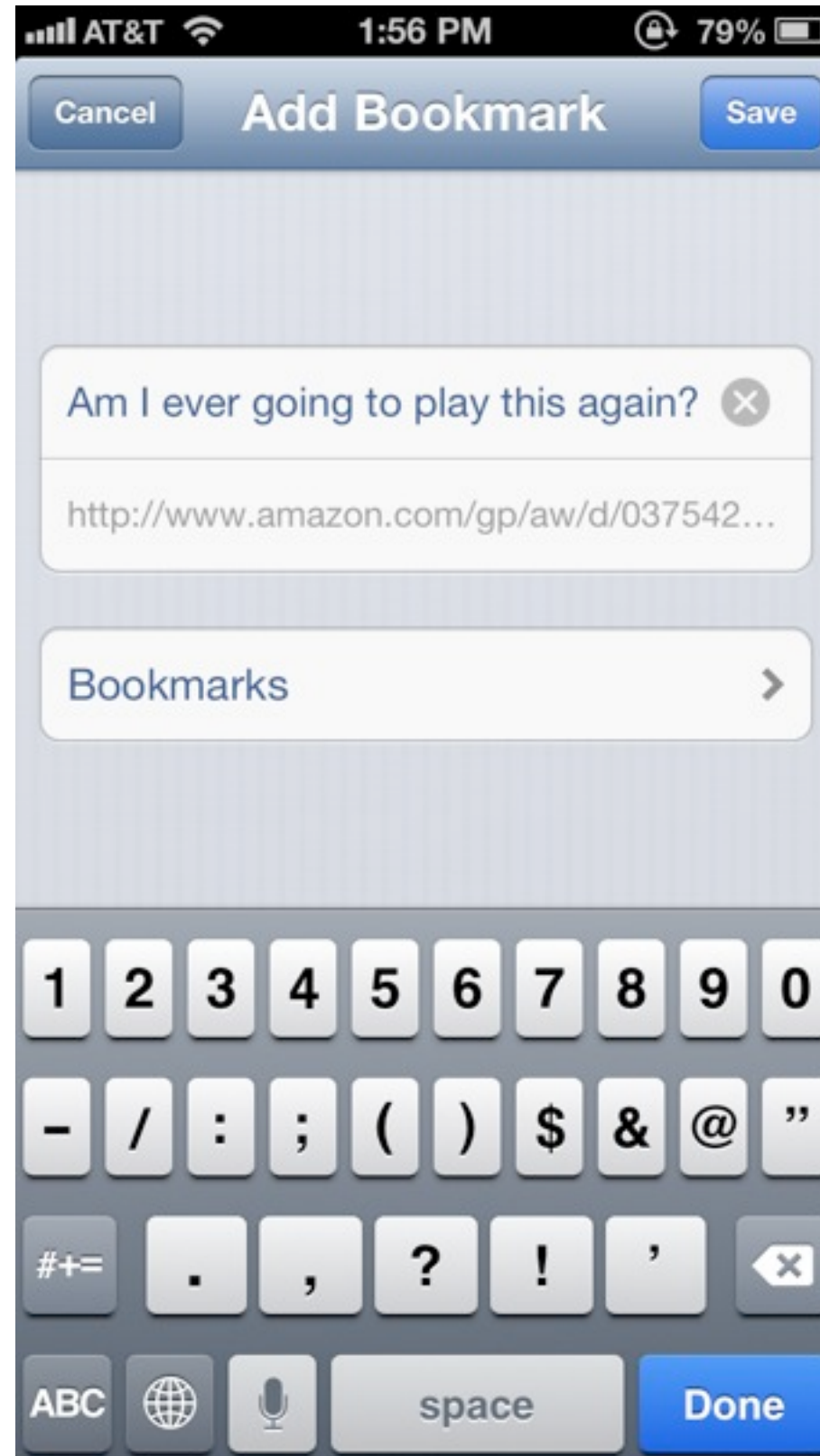


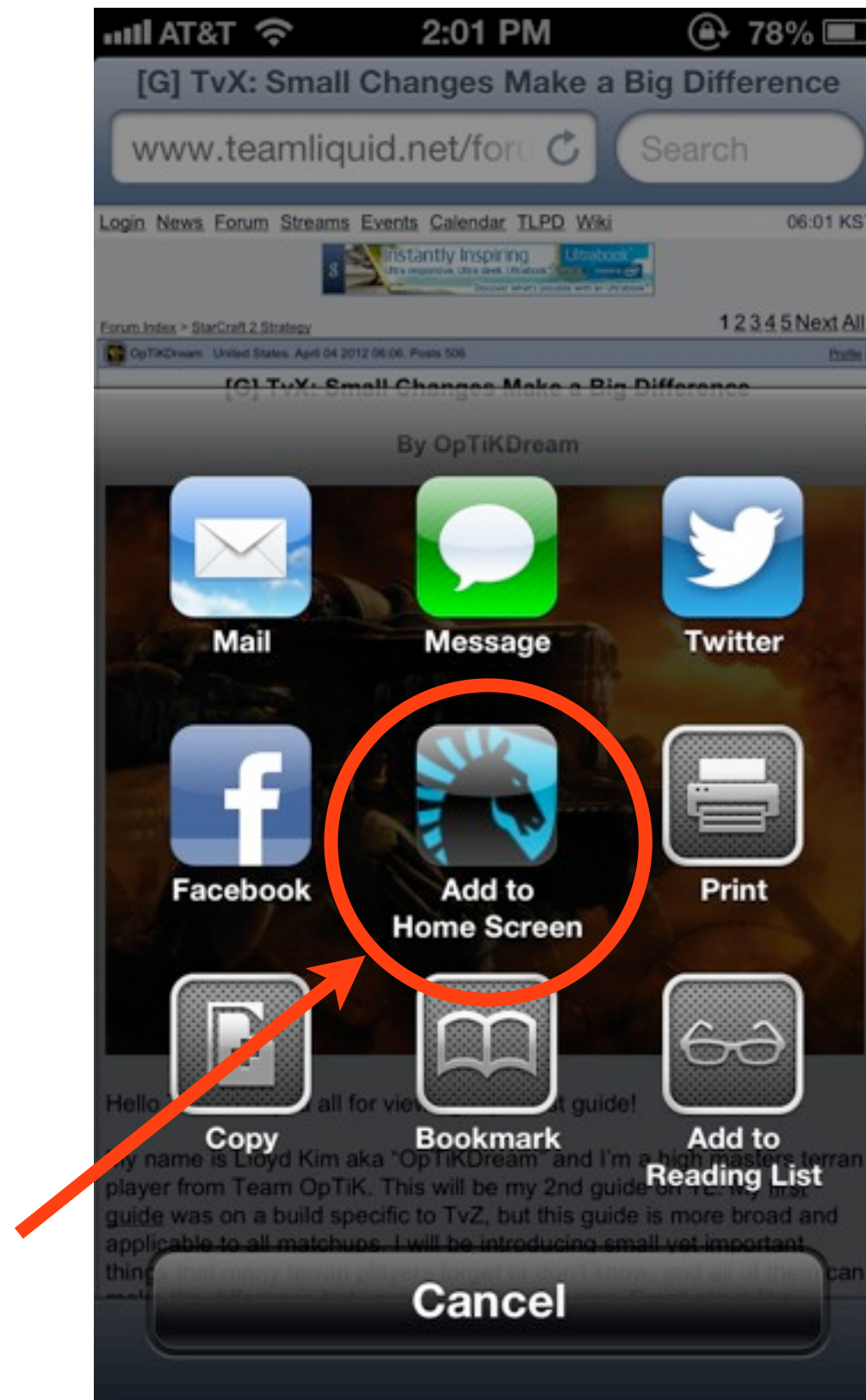
CHARTBOOST

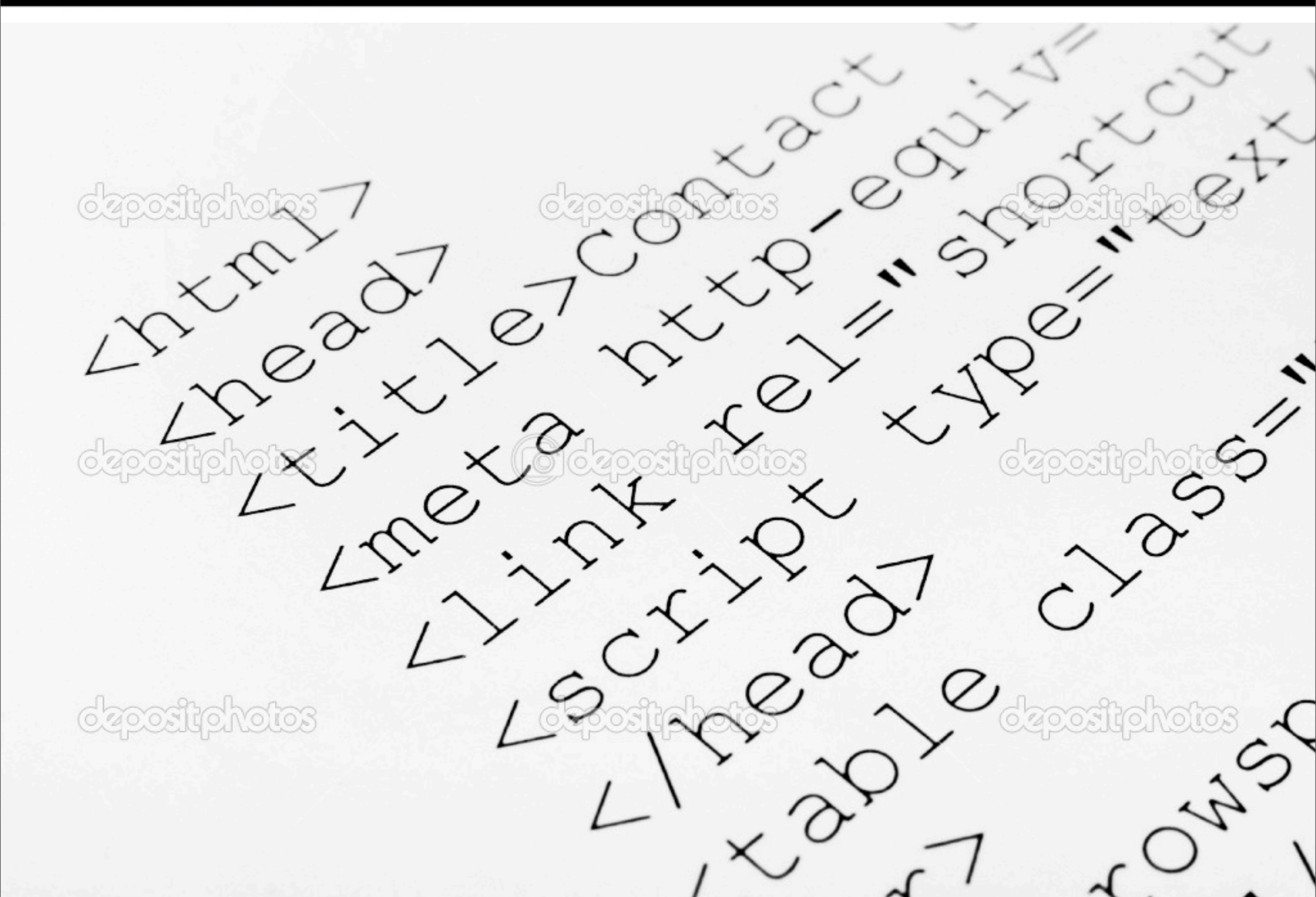
HTML













3D on iOS



Web Engineer



LOADING







“Sending our Facebook traffic to mobile won’t give the lift that we are looking for. The mobile game has to stand alone. The scale comes from sharing the assets and the IP across games.” - Anil Dharni, Funzio cofounder





safeandsecureig.org

Thanks!

- Fill out your evaluations! Please!!
- Check out Unity at Unity3D.com
- Follow me on Twitter: @adamgutterman
- Q&A